

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/800,444-Conf. #1779
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	3625
				Examiner Name	N. D. Rosen
Sheet	1	of	6	Attorney Docket Number	66703-0014

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AA*	US-6,868,525	03-15-2005	Szabo	
	AB*	US-20040249713	12-09-2004	Gross	
	AC*	US-6,785,671	08-31-2004	Bailey et al.	
	AD*	US-20050125307	06-09-2005	Hunt et al.	
	AE*	US-7,031,961	04-18-2006	Pitkow et al.	
	AF*	US-7,080,064	07-18-2006	Sundaresan	
	AG*	US-7,089,237	08-08-2006	Turnbull et al.	
	AH*	US-20060282336	12-14-2006	Huang	
	AI*	US-7,231,358	06-12-2007	Singh et al.	
	AJ*	US-20070156677	07-05-2007	Szabo	
	AK*	US-20050074102	04-07-2005	Altberg et al.	
	AL*	US-20050203799	09-15-2005	Faber et al.	
	AM*	US-20060184417	08-17-2006	Van der Linden et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				

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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

IDS (Citation) by Applicant (63 References) I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4). Dated: September 9, 2009		Electronic Signature for Charles A. Bieneman: /Charles A. Bieneman/
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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CA	Final Office Action dated 11/9/07 in U.S. Serial No. 10/948,425. (10 pages)	
	CB	Response to Final Office Action dated 11/9/07 in U.S. Serial No. 10/948,425. (9 pages)	
	CC	Non-Final Office Action dated 6/29/07 in Serial No. 10/948,425. (7 pages)	
	CD	Response to Non-Final Office Action dated 6/29/07 in U.S. Serial No. 10/948,425. (9 pages)	
	CE	Advisory Action dated 1/9/08 in U.S. Serial No. 10/948,425. (3 pages)	
	CF	Examiner's Amendment dated 10/7/2008 in U.S. Serial No. 10/948,425. (6 pages)	
	CG	Appeal Brief filed 4/8/08 in U.S. Serial No. 10/948,425. (37 pages)	
	CH	Amendment After Appeal filed in U.S. Serial No. 10/948,425 dated 7/15/08. (7 pages)	
	CI	Amended Appeal Brief filed in U.S. Serial No. 10/948,425 dated 7/15/08. (37 pages)	
	CJ	Examiner's Answer dated 1/11/08 in U.S. Serial No. 10/800,444. (48 pages)	

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	CK	Final Office Action dated 5/9/07 in U.S. Serial No. 10/800,444. (32 pages)	
	CL	Advisory Action dated 7/31/07 in U.S. Serial No. 10/800,444. (3 pages)	
	CM	Office Action dated 11/24/06 in U.S. Serial No. 10/800,444. (32 pages)	
	CN	Appeal Brief filed 10/5/07 in U.S. Serial No. 10/800,444. (49 pages)	
	CO	Examiner Interview Summary dated 7/10/07 in U.S. Serial No. 10/800,444. (1 page)	
	CP	Reply Brief filed 3/11/08 in U.S. Serial No. 10/800,444. (21 pages)	
	CQ	Response to Final Office Action dated 5/9/07 in U.S. Serial No. 10/800,444. (18 pages)	
	CR	Response to Non-Final Office Action dated 11/24/06 in U.S. Serial No. 10/800,444. (14 pages)	
	CS	Supplemental Appeal Brief filed 11/2/07 in U.S. Serial No. 10/800,444. (50 pages)	
	CT	Non-Final Office Action dated 5/13/08 in U.S. Serial No. 10/800,887. (8 pages)	

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	CU	Response to Non-Final Office Action dated 5/13/08 in U.S. Serial No. 10/800,887. (11 pages)	
	CV	Non-Final Office Action dated 5/11/05 in U.S. Serial No. 10/680,952. (39 pages)	
	CW	Response to Non-Final Office Action dated 5/11/05 in U.S. Serial No. 10/680,952. (17 pages)	
	CX	Examiner's Statement on Notice of Allowance dated 10/11/05 in U.S. Serial No. 10/680,952. (4 pages)	
	CY	Examiner Interview Summary dated 7/19/05 in U.S. Serial No. 10/680,952. (2 pages)	
	CZ	Appeal Brief filed 2/19/08 in U.S. Serial No. 10/801,156. (49 pages)	
	CA1	Examiner's Answer dated 3/28/08 in U.S. Serial No. 10/801,156. (40 pages)	
	CB1	Examiner Interview Summary dated 7/10/07 in U.S. Serial No. 10/801,156. (1 page)	
	CC1	Final Office Action dated 10/22/07 in U.S. Serial No. 10/801,156. (29 pages)	
	CD1	Non-Final Office Action dated 4/19/07 in U.S. Serial No. 10/801,156. (31 pages)	

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	CE1	Reply Brief filed 5/9/08 in U.S. Serial No. 10/801,156. (17 pages)	
	CF1	Response to Non-Final Office Action dated 4/19/07 in U.S. Serial No. 10/801,156. (17 pages)	
	CG1	Response to Restriction Requirement dated 1/8/07 in U.S. Serial No. 10/801,156. (3 pages)	
	CH1	Restriction Requirement dated 1/8/07 in U.S. Serial No. 10/801,156. (5 pages)	
	CI1	Final Office Action dated 9/4/08 in U.S. Serial No. 11/340,647. (31 pages)	
	CJ1	Response to Final Office Action dated 9/4/08 in U.S. Serial No. 11/340,647. (24 pages)	
	CK1	Non-Final Office Action dated 11/3/08 in U.S. Serial No. 10/800,887. (22 pages)	
	CL1	Response to Non-Final Office Action dated 11/03/2008 in U.S. Serial No. 10/800,887. (17 pages)	
	CM1	Notice of Allowance dated 10-7-08 with Examiner's Amendment in Serial No. 10/948,425. (13 pages)	
	CN1	Notice of Allowance dated 11-18-08 in Serial No. 10/948,425. (12 pages)	

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	CO1	Bob Tedeschi, To attract more advertising from small businesses, search engines contemplate replacing a click with a ring. The New York Times, June 7, 2004.	
	CP1	Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (30 pages)	
	CQ1	Response to Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (7 pages)	
	CR1	Non-Final Office Action dated 3/30/09 in U.S. Serial No. 11/180,136. (27 pages)	
	CS1	Response to Non-Final Office Action dated 3/30/09 in U.S. Serial No. 11/180,136. (12 pages)	
	CT1	Final Office Action dated 6/9/09 in U.S. Serial No. 11/180,123. (10 pages)	
	CU1	Response to Final Office Action dated 6/9/09 in U.S. Serial No. 11/180,123. (6 pages)	
	CV1	Non-Final Office Action dated 6/24/09 in U.S. Serial No. 10/800,887. (32 pages)	
	CW1	Interview Summary dated 8/10/09 in U.S. Serial No. 11/180,123. (2 pages)	
	CX1	Advisory Action dated 8/27/09 in U.S. Serial No. 11/180,123. (8 pages)	

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